

ISSUES AND PROGRAMS LIST

WWMB CW21

MYRTLE BEACH, SOUTH CAROLINA

JANUARY 1, 2009 – MARCH 31, 2009

ISSUES LIST

- | | | |
|----|--------------------------|---|
| 1. | ECONOMY/PERSONAL FINANCE | Lack of access roads to beach
Large population of older citizens
Tourism |
| 2. | HEALTH CARE/COST | High rate of heart disease
Poor health practices due to low income
Elderly health care
Fixed incomes |
| 3. | ENVIRONMENT | Beach erosion
Land pollution
Wetlands |
| 4. | CRIME | Summer tourists
Bikers |
| 5. | IMAGE | Strip clubs
Bars |
| 6. | PREJUDICE/INTOLERANCE | Tensions in the community |
| 7. | EDUCATION | High rate of drop-outs
Lack of interest in furthering education
Lack of financial assistance |

ISSUE: ECONOMY/PERSONAL FINANCE

PROGRAM: BEAUTIFUL HOMES AND GREAT ESTATES
 SOURCE: ASCENT MEDIA
 DATE/TIME: SUNDAYS 5:30-6:00 AM
 DESCRIPTION: UP CLOSE TOUR OF THE MOST BEAUTIFUL HOMES AND ESTATES IN THE WORLD. MEET THE OWNERS, ARCHITECTS, AND DECORATORS AS THEY SHARE THEIR PASSION FOR LIVING AT ITS VERY BEST.

PROGRAM: TODAY'S HOMEOWNER
 SOURCE: TIME4 MEDIA, INC.
 DATE/TIME: SUNDAYS 1:00-1:30 PM
 DESCRIPTION: SHOW FOR HOMEOWNERS THAT DELIVERS PRACTICAL ADVICE TO HOMEOWNERS ON MAINTAINING AND IMPROVING A HOME.

PROGRAM: CAROLINA & COMPANY
 SOURCE: WPDE NEWSCHANNEL 15
 DATE/TIME: EFFECTIVE MARCH 30, WEEKDAYS 8:00-8:30 AM & 11:00-11:30 PM
 DESCRIPTION: HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.

SEE ATTACHED LIST OF ABC PROGRAMS RELATING TO THIS ISSUE.

PROGRAM: PSA'S
 DATE/TIME: AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF

ENERGY EFFICIENCY
 HORRY COUNTY UNITED WAY
 FINANCIAL LITERACY FOR TEENS
 ECONOMIC OPPORTUNITY COUNCIL
 NAIC: LONG TERM HEALTH INSURANCE
 WATER CONSERVATION
 EPA: BUY FUEL-EFFICIENT CARS
 HOMEBUILDERS ASSOCIATION
 FDIC PSA
 ATTORNEY GENERAL: INVESTMENT FRAUD ALERT
 AVOID THE PATH TO FORECLOSURE
 TOUGH CLASSES: COLLEGE ACCESS
 SOCIAL SECURITY ONLINE
 FINANCIAL LITERACY: FEED THE PIG
 HIGH SCHOOL DROP OUT PREVENTION

WWMB CW21 SPONSORED OR CO-SPONSORED THE FOLLOWING:

WWMB CW21 CO-HOSTED AN ASK THE LAWYERS PHONE BANK STAFFED BY PROFESSIONALS, FEBRUARY 24.

CHIEF METEOROLOGIST, ED PIOTROWSKI DELIVERED CHICORA ROTARY SPEECH, JANUARY 9, A GEORGETOWN ROTARY SPEECH ON JANUARY 20, & A MYRTLE BEACH ROTARY SPEECH ON JANUARY 30.

CO-SPONSORED HEARTS FOR HUNGER FUNDRAISER IN CONWAY FEBRUARY 12. BENEFITS "CAP", PROVIDING GROCERIES AND FINANCIAL ASSISTANCE TO LOCALS IN NEED.

CO-SPONSORED THE CARAVELLE CUP GOLF TOURNAMENT ON MARCH 6 & 7 WHICH BENEFITS "FIRST TEE OF MYRTLE BEACH," AN ORGANIZATION WHICH IMPACTS THE LIVES OF YOUNG PEOPLE BY PROVIDING EDUCATIONAL PROGRAMS THAT PROMOTE CHARACTER DEVELOPMENT & LIFE ENHANCING VALUES THROUGH THE GAME OF GOLF.

ANCHORS ALLYSON FLOYD AND TIM MCGINNIS PRESENTERS AT THE ICE AWARDS, MARCH 7.

CO-SPONSORED THE SENIOR LIFE EXPO AT THE FLORENCE CIVIC CENTER, MARCH 13 & 14. ANCHOR ALLYSON FLOYD MADE PERSONAL APPEARANCE.

CO-SPONSORED THE MURRELLS INLET 5K RACE FOR THE INLET, MARCH 28. PROCEEDS BENEFIT LOCAL YOUTH & COMMUNITY PROGRAMS.

ISSUE: HEALTH CARE/COST

SEE ATTACHED LIST OF PROGRAMS RELATING TO THIS ISSUE.

PSA'S AIR SIGN-ON TO SIGN-OFF AT VARIOUS TIMES

VETERAN SUICIDE PREVENTION (60S)
ALCOHOLICS ANONYMOUS
MARCH OF DIMES
BOOSTER SEATS
ANTI-STERIOD USE
KIDS: CLEAN HANDS
GUIDE TO IMMUNIZATIONS (60S)
TALK TO YOUR KIDS ABOUT SEX
TEEN PREGNANCY PREVENTION (60S)
SPECIAL OLYMPICS SC
AMERICAN HEART ASSOCIATION
RED CROSS: GIVE BLOOD
NARCANON
GUIDE DOGS FOR THE BLIND
SENIOR-FRIENDLY HEALTH WEBSITE
LONG-TERM HEALTH INSURANCE
ORTHOPAEDICS
MARCH OF DIMES: INFANT HEALTH
DIABETES: NOW OR LATER
SHRINERS HOSPITAL FOR CHILDREN
WEST NILE VIRUS
DIANE KEATON: COLORECTAL CANCER TESTING

WWMB CW21 SPONSORED OR CO-SPONSORED EACH OF THE FOLLOWING:

STATION ANCHORS ALL ACTIVELY PARTICIPATED IN RED CROSS HEROES CAMPAIGN WHERE THEY ACT AS WAITERS AT LOCAL RESTAURANTS AND DONATE THEIR TIPS TO THE RED CROSS. ED PIOTROWSKI KICKED OFF CAMPAIGN WITH SPEECH ON JANUARY 8, ANCHORS AND WEATHER STAFF APPEARED AT HEROES CAMPAIGN LUNCHEON ON FEBRUARY 26, AND WE CULMINATED CAMPAIGN WITH ED EMCEEING AN ALL-DAY EVENT AT GORDON BIERSECH ON MARCH 31.

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED CONWAY MEDICAL CENTER'S WINTER GALA, JANUARY 24.

WE CO-SPONSORED GRAND STRAND REGIONAL MEDICAL CENTER' HEALTH FAIR, FEBRUARY 7. ED PIOTROWSKI MADE PERSONAL APPEARANCE. INDIVIDUALS RECEIVED FREE HEALTH SCREENINGS & MULTIPLE BLOOD PROFILE FOR ONLY \$20.

WE CO-SPONSORED SHRINERS GOLF TOURNAMENT WHICH BENEFITS SHRINERS CHILDREN'S HOSPITALS ON FEBRUARY 21.

WWMB CW21 CO-SPONSORED FLORENCE COUNTY DISABILITIES FOUNDATION CELEBRITY BBQ IN SCRANTON, MARCH 10. ANCHOR ALLYSON FLOYD AND METEOROLOGIST ED PIOTROWSKI WERE CELEBRITY SERVERS.

CHIEF METEOROLOGIST ED PIOTROWSKI PRESENTED WEATHER LIVE FOR MARCH OF DIMES ROCK-A-THON AT CREEK RATZ IN MURRELLS INLET, MARCH 12.

WWMB CW21 CO- SPONSORED & ALLYSON FLOYD EMCEEDTHE SENIOR LIFE EXPO IN FLORENCE, MARCH 13.

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED RED CROSS "LOVE BOAT" EVENT AT LITCHFIELD BEACH, MARCH 22.

CHIEF METEOROLOGIST ED PIOTROWSKI MADE GRAND STRAND MIRACLE LEAGUE OPENING DAY APPEARANCE IN MYRTLE BEACH, MARCH 29.

ISSUE: ENVIRONMENT

PROGRAM EXPLORATION WITH RICHARD WEISS
SOURCE LITTON
DATE/TIME SATURDAYS 7:00-7:30 AM
DESCRIPTON INSTILLS IN CHILDREN THE URGE TO TRAVEL AND EXPLORE OUR DIVERSE PLANET.

PROGRAM WILD AMERICA
SOURCE MG PERIN, INC.
DATE/TIME SATURDAYS 7:30-8:00 AM
DESCRIPTON THIS PROGRAM EMPHASIZES PROTECTING ENDANGERED SPECIES AND THE IMPACT HUMANS HAVE WHILE INTERACTING IN THEIR ENVIRONMENT.

PROGRAM JACK HANNA'S ANIMAL ADVENTURES
SOURCE LITTON
DATE/TIME SATURDAYS 8:00-8:30 AM
DESCRIPTON THIS PROGRAM TEACHES CHILDREN THE IMPORTANCE OF PROTECTING AND SAVING THE ANIMALS AND THEIR HABITATS.

PROGRAM McNEELEY'S OUTDOORSMAN
SOURCE TIMBERWOLF PRODUCTIONS
DATE/TIME SUNDAYS 8:00-8:30 AM
DESCRIPTON EDUCATIONAL WORLD CLASS ADVENTURES IN DOMESTIC AND INTERNATIONAL LOCATIONS. ENVIRONMENTAL AND CONSERVATION ISSUES, TEACHING ABOUT WILDLIFE, HUNTING, FISHING, ETHICS, AND RESPECT FOR NATURE. SEE ATTACHED FOR EACH PROGRAM'S CONTENT DESCRIPTION.

PROGRAM YOUR GREEN LIFE
SOURCE IMG/BIG FISH
DATE/TIME SATURDAY & SUNDAY, JANUARY 3 & 4 2:00-3:00 PM
SUNDAY, JANUARY 25 10:00-11:00 AM
DESCRIPTON EXPLORES STORIES ON HEALTHY LIVING, GREEN TECHNOLOGY AND COST-SAVING HABITS THAT ALL PROMOTE A SUSTAINABLE ENVIRONMENT.

PSA'S AIRS SIGN-ON TO SIGN-OFF AT VARIOUS TIMES
ALL ARE 30-SECOND SPOTS UNLESS NOTED OTHERWISE

RECYCLING PSA
WE ALL LIVE DOWNSTREAM: WINYAH RIVERS ASSOCIATION
ENERGY EFFICIENCY PSA FOR KIDS
ENVIRONMENTAL PROTECTION AGENCY: NEW CARS (60S)
AMAZING OCEANS
EARTH SHARE PROMISES
WATER CONSERVATION
EARTH SHARE PROMISES
UNEXPECTED WILDFIRES
WILDFIRES: KEEP IT SAFE
ATV WILDFIRES
NATURE CONSERVATORY
SLEEP TIGHT: PEST CONTROL

OUR METEOROLOGIST SPOKE TO SEVERAL GROUPS AND SCHOOLS ABOUT THE WEATHER AND THE EFFECTS OF HURRICANES ALONG OUR COAST LINE. WE HAVE ALSO DONE MANY TOURS OF OUR WEATHER STUDIO (SEE ATTACHED LIST).

WWMB CW21 SPONSORED THE FOLLOWING:

POLAR PLUNGE, JANUARY 31. CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED.

MURRELLS INLET 5K RACE FOR THE INLET, MARCH 28.

WE ALLOW THE AMATEUR RADIO COMMUNITY TO USE TOWER SPACE, HELPING DURING TIMES OF DISASTER & SEVERE WEATHER BY RELAYING NATIONAL WEATHER SERVICE INFORMATION.

ISSUE: CRIME

PROGRAM: NEWS AT 10 ON THE CW INCLUDES MUG SHOTS CALLING ATTENTION TO LOCAL CRIMES AND CRIMINALS AND ASKING VIEWERS TO CONTACT CRIMESTOPPERS IF THEY HAVE ANY FURTHER INFORMATION TO OFFER. WE SINGLE OUT AN URGENT "MOST WANTED" PERSON, CREATE A PROMOTIONAL SPOT AND RUN IT AS A PSA, AIRING SEVERAL TIMES A DAY EACH WEEK.

PROGRAM PSA'S
TIME AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN-OFF

VETERAN SUICIDE PREVENTION (60S)
ALCOHOLICS ANONYMOUS
ANTI-STERIOD
HOME OF CARE: WE CARE
SUPPORT FOSTER CARE
GUARDIAN AD LITEM PSA
REDUCING GUN VIOLENCE (60S)
SPIRIT OF COMMUNITY AWARDS
AMERICAN HUMANE SOCIETY
RESPECT RELIGIOUS BELIEFS OF OTHERS (60S)
OPTIMISTS CONTRIBUTE
NARCANON (60S)
BOYS TOWN: TEENS (60S)
WILDFIRE CAMPAIGN
ATTORNEY GENERAL ON FRAUD
HIGH SCHOOL DROPOUT PREVENTION
(RUNS IN BOTH ENGLISH & SPANISH)
PLAY SAFE ONLINE
TALK TO YOUR KIDS ABOUT SEX
BILLY HARDEE HOME FOR BOYS
TEEN ALANON
BIG BROTHERS: CHESS

WWMB CW21 SPONSORED OR CO-SPONSORED EACH OF THE FOLLOWING:

CHIEF METEOROLOGIST ED PIOTROWSKI WAS BLOCK KIDS CONTEST JUDGE IN SOCASTEE, FEBRUARY 13.

CO-SPONSORED THE CARAVELLE CUP GOLF TOURNAMENT ON MARCH 6 & 7 WHICH BENEFITS "FIRST TEE OF MYRTLE BEACH," AN ORGANIZATION WHICH IMPACTS THE LIVES OF YOUNG PEOPLE BY PROVIDING EDUCATIONAL PROGRAMS THAT PROMOTE CHARACTER DEVELOPMENT & LIFE ENHANCING VALUES THROUGH THE GAME OF GOLF.

SPORTS DIRECTOR RICH CRAMPANIS EMCEED HOOP ZONE BANQUET IN MYRTLE BEACH, MARCH 10. ANNUAL SCHOLARSHIP SUPPLEMENT GIVEN TO DESERVING YOUTH WHO EXCEL IN SPORTS.

WWMB CO-SPONSORS LIMOS FOR LEARNING, A PROGRAM WHICH REWARDS YOUTH FOR READING. ED PIOTROWSKI EMCEED GEORGETOWN EVENT, MARCH 16.

SPORTS DIRECTOR RICH CRAMPANIS EMCEED CAROLINA CLASSIC ALL-STAR BANQUET & SLAM DUNK SHOOTOUT CONTEST, MYRTLE BEACH, MARCH 21.

ANCHOR, TIM MCGINNIS SPOKE FOR CAREER DEVELOPMENT TO STUDENTS AT FORESTBROOK MIDDLE SCHOOL IN MYRTLE BEACH, MARCH 24.

CHIEF METEOROLOGIST ED PIOTROWSKI MADE MYRTLE BEACH STREET REACH APPEARANCE, MARCH 27.

ED PIOTROWSKI MADE REGULAR APPEARANCES AND GAVE SPEECHES AT CAREER DAYS FOR ELEMENTARY, MIDDLE, AND HIGH SCHOOLS DURING THIS QUARTER. WE ALSO CONDUCT REGULAR TOURS FOR SCHOOLS & COMMUNITY GROUPS. SEE ATTACHED.

ISSUE: IMAGE

PROGRAM: RIVERTALK
DISTRIBUTOR: LUCKY DOG PRODUCTION
DATE/TIME: MONDAY THRU FRIDAY 7:30-8:00 AM
DESCRIPTION: THIS LOCAL TALK SHOW COVERS WHAT'S HAPPENING IN OUR AREA, INTERVIEWS LOCAL PEOPLE AND KEEPS US UP-TO-DATE ON WHAT'S HAPPENING IN OUR TOWNS.

PROGRAM: BEAUTIFUL HOMES AND GREAT ESTATES
SOURCE: ASCENT MEDIA
DATE/TIME: SUNDAYS 5:30-6:00 AM
DESCRIPTION: UP CLOSE TOUR OF THE MOST BEAUTIFUL HOMES AND ESTATES IN THE WORLD. MEET THE OWNERS, ARCHITECTS, AND DECORATORS AS THEY SHARE THEIR PASSION FOR LIVING AT ITS VERY BEST.

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SOURCE: WPDE NEWSCHANNEL 15
DATE/TIME: EFFECTIVE MARCH 30, WEEKDAYS 8:00-8:30 AM & 11:00-11:30 PM
DESCRIPTION: HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.

PROGRAM: PSA'S
DATE/TIME: AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF

ENERGY EFFICIENCY
EPA: GAS SAVING CARS
AMERICAN HUMANE SOCIETY
GEORGETOWN RECYCLING
HOMEBUILDERS ASSOCIATION
HABITAT FOR HUMANITY
AVOID THE PATH TO FORECLOSURE
FINANCIAL EDUCATION
SPIRIT OF COMMUNITY AWARDS
WILDFIRE CAMPAIGN (3 SPOTS)
ECONOMIC OPPORTUNITY COUNCIL
HIGH SCHOOL DROPOUT PREVENTION
SECURITY INVESTMENT PROTECTION
OPTIMISTS CONTRIBUTE
HELP HOSPITALIZED VETERANS
FINANCIAL LITERACY

OUR WEBSITE HOSTS A LOCAL COMMUNITY CALENDER. THIS IS A FREE SERVICE TO THE COMMUNITY OFFERING SPACE ON OUR WESITE FOR COMMUNITY EVENTS.

WWMB CW21 SPONSORED OR CO-SPONSORED THE FOLLOWING:

KIDS JAMBOREE, JANUARY 1, 2009 AT THE FLORENCE CIVIC CENTER.

CHIEF METEROLOGIST, ED PIOTROWSKI DELIVERED CHICORA ROTARY SPEECH, JANUARY 9, A GEORGETOWN ROTARY SPEECH ON JANUARY 20, & A MYRTLE BEACH ROTARY SPEECH ON JANUARY 30.

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED CONWAY MEDICAL CENTER'S WINTER GALA, JANUARY 24.

IMAGE, CONTINUED

WE CO-SPONSORED GRAND STRAND REGIONAL MEDICAL CENTER' HEALTH FAIR, FEBRUARY 7. ED PIOTROWSKI MADE PERSONAL APPEARANCE. INDIVIDUALS RECEIVED FREE HEALTH SCREENINGS & MULTIPLE BLOOD PROFILE FOR ONLY \$20.

CO-SPONSORED HEARTS FOR HUNGER FUNDRAISER IN CONWAY FEBRUARY 12. BENEFITS "CAP", PROVIDING GROCERIES AND FINANCIAL ASSISTANCE TO LOCALS IN NEED.

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SPORTS DIRECTOR RICH CRAMPANIS EMCEED HOOP ZONE BANQUET IN MYRTLE BEACH, MARCH 10. ANNUAL SCHOLARSHIP SUPPLEMENT GIVEN TO DESERVING YOUTH WHO EXCEL IN SPORTS.

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CO-SPONSORED THE SENIOR LIFE EXPO AT THE FLORENCE CIVIC CENTER, MARCH 13 & 14. ANCHOR ALLYSON FLOYD MADE PERSONAL APPEARANCE.

WE CO-SPONSORED THE FAMILY ARTS SPRING FESTIVAL, A FAMILY EVENT WHICH INCLUDED ART & EDUCATION PROGRAM HIGHLIGHTS, MARCH 14.

WWMB CO-SPONSORS LIMOS FOR LEARNING, A PROGRAM WHICH REWARDS YOUTH FOR ACHIEVEMENTS IN READING. ED PIOTROWSKI EMCEED GEORGETOWN EVENT, MARCH 16.

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ED PIOTROWSKI MADE REGULAR APPEARANCES AND GAVE SPEECHES AT CAREER DAYS FOR ELEMENTARY, MIDDLE, AND HIGH SCHOOLS DURING THIS QUARTER.

SEE ATTACHED SHEETS FOR MORE PERSONAL APPEARANCES AND TV-STATION TOURS.

ISSUE:	PREJUDICE/INTOLERANCE		
PROGRAM:	WHAT'S UP/QUE PASA (E/I)		
SOURCE	TVS		
DATE/TIME	SATURDAYS	9:00-9:30 AM	
DESCRIPTION	A WEEKLY MULTI-CULTURAL SHOW THAT EMPHASIZES WHAT WE HAVE IN COMMON WITH OTHER CULTURES WHILE TEACHING TODAY'S YOUTH TO APPRECIATE OUR DIFFERENCES. EVERY WEEK, THE SHOW BILINGUALLY PRESENTS A NEW THEME, SUCH AS CROSS-CULTURAL UNDERSTANDING, THE DANGERS OF DRUGS AND SMOKING, AND READING APPRECIATION, THROUGH A HIP COMBINATION OF RAP AND HUMOR. (DURING THESE SHOWS WE RUN SPANISH LANGUAGE PSA'S ON THESE TOPICS: MENTAL HEALTH-ANTI-STIGMA, DIGITAL TV TRANSITION, STAY IN HIGH SCHOOL)		
PROGRAM:	KNOW YOUR HERITAGE		
SOURCE	CENTRAL CITY PRODUCTIONS		
DATE/TIME	SUNDAY, JANUARY 18	10:00-11:00 AM	
DESCRIPTION	HIGHLIGHTS ETHNIC THEMES AND HOLIDAYS, SUCH AS BLACK HISTORY MONTH, HISPANIC HERITAGE MONTH, CHINESE NEW YEAR, CINCO DE MAYO, COLUMBUS DAY, ST. PATRICK'S DAY, AND OTHER HOLIDAYS OF MAJOR IMPORTANCE.		
PROGRAM:	NOBEL PEACE PRIZE CONCERT		
SOURCE	IMG		
DATE/TIME	SUNDAY, MARCH 22	10:30 -11:30 AM	
PROGRAM:	BLACK HISTORY MONTH		
SOURCE	WPDE NEWSCHANNEL 15		
DATE/TIME	MONTH OF FEBRUARY	PART OF NEWSCASTS	
DESCRIPTION	FEATURES INCLUDE THE HISTORY OF MARTIN LUTHER KING DAY, AFRICAN AMERICAN FIRSTS, AND IMPORTANT SUPREME COURT DECISIONS ON BLACK HERITAGE. ALL SPECIAL REPORTS ARE ALSO AVAILABLE ON OUR WEBSITE.		

PSA'S AIR SIGN ON TO SIGN OFF. ALL ARE 30-SECONDS UNLESS NOTED OTHERWISE.

AMERICAN HUMANE SOCIETY: BULLIES
SPECIAL OLYMPICS OF SOUTH CAROLINA
VETERAN SUICIDE PREVENTION
SPIRIT OF COMMUNITY AWARDS
GUIDE DOGS FOR THE BLIND
RESPECT THE RELIGIOUS BELIEFS OF OTHERS (60S)
ECONOMIC OPPORTUNITY COUNCIL
MARTIN LUTHER KING: BUILD THE DREAM
FORCLOSURE PREVENTION
SENIOR-FRIENDLY HEALTH WEBSITE
HELP HOSPITALIZED VETERANS
SHRINERS HOSPITAL FOR CHILDREN
BILLY HARDEE HOME FOR BOYS

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SPORTS DIRECTOR RICH CRAMPANIS EMCEED HOOP ZONE BANQUET IN MYRTLE BEACH, MARCH 10. ANNUAL SCHOLARSHIP SUPPLEMENT GIVEN TO DESERVING YOUTH WHO EXCEL IN SPORTS.

SENIOR LIFE EXPO AT THE FLORENCE CIVIC CENTER, MARCH 13 & 14.

SPORTS DIRECTOR RICH CRAMPANIS EMCEED CAROLINA CLASSIC ALL-STAR EVENTS, MARCH 21.

ISSUES: EDUCATION

PROGRAM: BLACK HISTORY MONTH
SOURCE WPDE NEWSCHANNEL 15
DATE/TIME MONTH OF FEBRUARY PART OF NEWSCASTS
DESCRIPTION FEATURES INCLUDE THE HISTORY OF MARTIN LUTHER KING DAY, AFRICAN AMERICAN FIRSTS, AND IMPORTANT SUPREME COURT DECISIONS ON BLACK HERITAGE. ALL SPECIAL REPORTS ARE ALSO AVAILABLE ON OUR WEBSITE.

WWMB CW 21 IS AN ONGOING MAJOR SPONSOR OF LIMOS FOR LEARNING (A READING PROGRAM WHICH REWARDS READERS WITH A LIMO RIDE AND LUNCH) & OF THE CHILDREN'S MUSEUM OF SOUTH CAROLINA, & PRODUCES FREE COMMERCIALS ADVERTISING THEIR UNIQUE EXHIBITS & FUNDRAISING EVENTS.

WWMB CW21 IS A SPONSOR OF THE FLORENCE SYMPHONY ORCHESTRA AND THE CHILDREN'S MUSEUM OF SOUTH CAROLINA

PSA'S
RUNS AT VARIOUS TIMES DURING SIGN ON TO SIGN OFF
ALL ARE 30-SECONDS UNLESS NOTED OTHERWISE

HIGH SCHOOL DROPOUT PREVENTION
(RUNS IN ENGLISH & SPANISH)
FINANCIAL LITERACY FOR TEENS
ANTI-STEROIDS
TOUGH CLASSES: COLLEGE PREP
ARTS EDUCATION: RAISING BRAHMS
PROJECT VOTE SMART
ECONOMIC OPPORTUNITY COUNCIL
MARTIN LUTHER KING: BUILD THE DREAM

WE OFFER INTERNSHIPS FOR COLLEGE CREDIT TO LOCAL UNIVERSITY JOURNALISM STUDENTS.

CHIEF METEOROLOGIST ED PIOTROWSKI APPEARED IN THE CHRISTIAN ACADEMY GOLF TOURNAMENT WHICH WE CO-SPONSORED, FEBRUARY4.

METEOROLOGIST DARREN STACK GAVE SPEECH, FORESTBROOK MIDDLE SCHOOL, FEBRUARY 18.

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE SENIOR SCHOLARS SPEECH, GEORGETOWN, MARCH 3.

CO-SPONSORED THE CARAVELLE CUP GOLF TOURNAMENT ON MARCH 6 & 7 WHICH BENEFITS "FIRST TEE OF MYRTLE BEACH," AN ORGANIZATION WHICH IMPACTS THE LIVES OF YOUNG PEOPLE BY PROVIDING EDUCATIONAL PROGRAMS THAT PROMOTE CHARACTER DEVELOPMENT & LIFE ENHANCING VALUES THROUGH THE GAME OF GOLF.

SPORTS DIRECTOR RICH CRAMPANIS EMCEED THE HOOP ZONE BANQUET WHERE WE PRESENTS THE ZONEMAN TROPHY TO A HIGH SCHOOL STUDENT AND AWARD SCHOLARSHIPS TO DESERVING STUDENTS, MARCH 10.

ANCHOR, TIM MCGINNIS SPOKE FOR CAREER DEVELOPMENT TO STUDENTS AT FORESTBROOK MIDDLE SCHOOL IN MYRTLE BEACH, MARCH 24.

CHIEF METEOROLOGIST ED PIOTROWSKI MADE MYRTLE BEACH STREET REACH APPEARANCE, MARCH 27.

OUR ANCHORS VISIT MANY SCHOOLS, CAREER DAYS, EDUCATIONAL EVENTS IN OUR AREA AND TALKED WITH STUDENTS ABOUT THE NEED TO STAY IN SCHOOL AND GET AN EDUCATION. OUR STATION PROVIDES REGULAR TOURS TO ELEMENTARY, HIGH SCHOOL, AND HOME-SCHOOLED GROUPS TO PROVIDE AN INSIDE LOOK AT WEATHER REPORT & NEWS PRODUCTION PROCEDURES. (SEE ATTACHED LIST FOR SPECIFICS)

Main Identity

From: "Allyson Floyd" <allyson@wpde.com>
To: "Billy Huggins" <wlhuggins@wpde.com>; "mark olson" <molson@wpde.com>
Sent: Friday, April 03, 2009 3:59 PM
Subject: 1st Quarter 2009 Ascertainment

1st Quarter 2009 Ascertainment for News Department

January 2009

08 Ed gave Red Cross Heroes Speech for public Myrtle Beach
 09 Ed gave Chicora Rotary Speech Myrtle Beach
 13 Ed spoke at Carolina Forest Elementary Myrtle Beach
 20 Ed gave Georgetown Rotary Speech Georgetown
 21 Ed gave K-Kids Speech North Myrtle Beach
 24 Ed was emcee of Conway Medical Center Winter Gala Conway
 27 Ed gave Speech at Learning Tree Day School Surfside Beach
 30 Ed gave MB Morning rotary speech Myrtle Beach
 31 Ed was Polar Plunge emcee - Myrtle Beach

February 2009

04 Ed was in Christian Academy Golf Tournament Myrtle Beach
 07 Ed did Grand Strand Health Fair meet and greet Myrtle Beach
 07 Ed gave Kidz Time Festival Speech Myrtle Beach
 10 Ed gave Margaritaville speech Myrtle Beach
 13 Ed was Block Kids Contest Judge Socastee
 18 Darren made Forestbrook Middle School speech Myrtle Beach
 20 Darren gave station tour for Bridgewater Academy
 26 Allyson, Ed, Tim, Kristen part of Red Cross Heros Campaign Luncheon in Myrtle Beach

March 2009

02 Ed gave Holy Lamb Child Development Speech Socastee
 03 Ed gave Senior Scholars speech Georgetown
 06 Darren in Caravelle Cup Golf Tournament Myrtle Beach
 07 Darren in Caravelle Cup golf Tournament in Myrtle Beach
 07 Darren emceed 1st Tee of Myrtle Beach Awards banquet
 07 Tim and Ed judged National Anthem auditions at Coastal Federal Field Myrtle Beach
 07 Tim and Allyson presenters at ICE awards in Myrtle Beach
 10 Ed and Allyson Florence Co Disabilities Foundation Celebrity BBQ servers Scranton
 10 Rich hosted WPDE Hoop Zone banquet in Myrtle Beach
 12 Ed did Creek Rats Live Shot for March of Dimes Florence
 13 Allyson emceed Senior Life Expo in Florence
 13 Ed gave Wachesaw Plantation Golf Assoc. Speech Murrells Inlet
 13 Darren gave station tour for Aynor Elementary students
 13 Darren read book to class at Socastee Elementary
 14 Allyson emceed Senior Life Expo in Florence
 14 Ed in St Pattys Day Parade North Myrtle Beach
 16 Ed emceed Limos for Learning Georgetown
 19 Rich emceed Carolinas Classic All Star Banquet in Myrtle Beach
 20 Rich emceed Carolinas Classic slam dunk/3 pt shootout contest in Myrtle Beach
 20 Darren gave station tour for Aynor Elementary students
 21 Rich emceed Carolinas Classic All Star Games in Myrtle Beach
 21 Ed was Taste of the Coast judge North Myrtle Beach
 22 Ed emceed Red Cross event "love Boat" Litchfield Beach
 24 Tim spoke for Career Development to students at Forestbrook Middle in Myrtle Beach
 25 Ed was SC Emergency Preparedness Conference Speaker Myrtle Beach
 25 Allyson and Darren gave station to St Pauls Episcopal Day school Conway
 27 Ed gave North Myrtle Beach Elem. Speech
 28 Ed made Street Reach Appearance Myrtle Beach
 29 Ed made Grand Strand Miracle Opening Day appearance Myrtle Beach
 31 Ed emceed Red Cross Event all day at Gordon Biersch Myrtle Beach

WPDE/WWMB PSA LIST (First Quarter 2009) Revised 1/23/09

8001	REDUCING GUN VIOLENCE	:60	Apr-09
8002	ENVIRONMENTAL PROTECTION AGENCY	:60	UFN
8003	VETERAN SUICIDE PREVENTION	:60	UFN
8004	NARCANON-New Version March	:60	UFN
8020	BOOSTER SEATS	:60	7/15/2009
8021	HABITAT FOR HUMANAITY	:60	UFN
8022	GUIDE TO IMMUNIZATIONS	:60	UFN
8023	SPIRIT OF COMMUNITY AWARDS	:60	UFN
8024	BOYS TOWN: TEENS	:60	UFN
8034	WHEN YOU START WITH ROTARY	:20	UFN
8035	MLK: BUILD THE DREAM	:20	UFN
8043	HIGH SCHOOL DROPOUT PREVENTION	:30	8/31/2009
8044	DIANE KEATON CANCER PSA	:30	UFN
8053	AMERICAN HUMANE SOCIETY: "BULLY/MAGICIAN"	:30	UFN
8119	UNEXPECTED WILDFIRES	:15	UFN
8120	WILDFIRES: KEEP IT SAFE	:15	UFN
8121	ATV WILDFIRES	:30	UFN
8122	AMERICAN HEART ASSOCIATION HEARTWALK	:30	10/18/2008
8130	ANTI-STERIODS	:30	7/12/2009
8143	RECYCLING	:30	UFN
8148	HORRY COUNTY UNITED WAY	:30	UFN
8160	WE ALL LIVE DOWNSTREAM	:30	UFN
8164	ALCHOHOLICS ANONYMOUS	:30	UFN
8501	AVOID THE PATH TO FORECLOSURE	:60	UFN
8502	RESPECT RELIGIOUS BELIEFS OF OTHERS	:60	UFN
8503	GUARDIAN AD LITEM PSA	:30	UFN
8504	TALK TO YOUR KIDS ABOUT SEX	:30	UFN
8505	ECONOMIC OPPORTUNITY COUNCIL	:30	UFN
8506	SC SPECIAL OLYMPICS	:30	UFN
8508	KIDS: CLEAN HANDS	:30	UFN
8509	HOME OF CARE: WE CARE	:30	UFN
8511	SENIOR-FRIENDLY HEALTH WEBSITE	:30	UFN
8513	BUPRENORPHINE ADDICTION	:30	UFN
8514	NAIC: LONG TERM CARE INSURANCE	:30	UFN
8515	FINANCIAL LITERACY	:30	5/6/2009
8516	MARCH OF DIMES (NEW SPOT)	:30	UFN
8517	OPTIMISTS: CONTRIBUTE	:30	UFN
8518	ENERGY EFFICIENCY	:30	9/2/2009
8519	RED CROSS GIVE BLOOD	:30	3/1/2009
8520	ARTS EDUCATION: RAISING BRAHMS	:30	5/6/2009
8521	GUIDE DOGS FOR THE BLIND	:30	UFN
8522	TOUGH CLASSES: COLLEGE ACCESS	:30	5/12/2009
8524	SHRINERS CHILDREN'S HOSPITAL: George Lopez	:20	UFN
8525	NATURE CONSERVATORY	:20	UFN
8526	HELP HOSPITALIZED VETERANS	:20	UFN
8528	SLEEP TIGHT: PEST CONTROL	:15	UFN
8529	TEEN AL-ANON	:15	UFN
8530	PLAY SAFE ONLINE	:15	UFN
8533	DIABETES: NOW OR LATER	:15	UFN
8534	WEST NILE VIRUS	:15	UFN
9354	CPR SAVED ME/RED CROSS	:30	UFN

WPDE/WWMB PSA LIST Revised 1/28/09 PRIORITY

8098	(NCSA) NATIONAL GUARD	:30	3/31/2009
8125	(NCSA) ATTORNEY GENERAL	:30	4/30/2009
8158	(NCSA) TEEN PREGNANCY CAMPAIGN	:60	6/30/2009
8159	(NCSA) TEEN PREGNANCY CAMPAIGN	:30	6/30/2009

EN ESPANOL

8011	(SPANISH) COLLEGE DROPOUT PREVENTION	:30	UFN
8012	(SPANISH) DTV TRANSITION version 3	:30	UFN
8080	DTV TRANSITION VERSION 3	:30	UFN

WPDE/WWMB PSA LIST (Frist Quarter 2009) Revised 1/23/09

REDUCING GUN VIOLENCE	Crime	:60
ENVIRONMENTAL PROTECTION AGENCY: CARS	Environment	:60
VETERAN SUICIDE PREVENTION	Mental Health	:60
NARCANON-NEW	Drug Awareness	:60
BOOSTER SEATS	Safety/Health	:60
HABITAT FOR HUMANITY	Environment	:60
GUIDE TO IMMUNIZATIONS	Health	:60
SPIRIT OF COMMUNITY AWARDS	Youth/Community	:60
BOYS TOWN TEENS	Family/Youth	:60
WHEN YOU START WITH ROTARY	Environment/Health	:20
MLK: BUILD THE DREAM	Tolerance	:20
HIGH SCHOOL DROPOUT PREVENTION	Education	:60
DIANE KEATON CANCER PSA	Health	:60
AMERICAN HUMANE SOCIETY: BULLIES	Tolerance/Humanity	:30
UNEXPECTED WILDFIRES	Environment	:30
WILDFIRES KEEP IT SAFE	Environment	:30
ANTI-STERIODS	Health	:30
GEORGETOWN RECYCLING PROGRAM	Environment	:30
HORRY COUNTY UNITED WAY	Community	:30
WE ALL LIVE DOWNSTREAM: RIVERKEEPER	Environment	:30
HOMEBUILDERS ASSOCIATION	Economy	:15
ALCOHOLICS ANONONYMOUS	Health	:30
AVOID THE PATH TO FORECLOSURE	Community/Economic	:60
RESPECT RELIGIOUS BELIEFS OF OTHERS	Community/Prejudice	:60
GUARDIAN AD LITEM	Youth/Community	:30
TALK TO YOUR KIDS ABOUT SEX	Youth/Safety	:30
ECONOMIC OPPORTUNITY COUNCIL	Economy/Prejudice	:30
SC SPECIAL OLYMPICS	Youth/Prejudice	:30
KIDS: CLEAN HANDS	Health/Youth	:30
HOME OF CARE: WE CARE	Youth/Community	:30
SENIOR-FRIENDLY HEALTH WEBSITE	Health/Seniors	:30
FINANCIAL EDUCATION: YOUTH	Economy	:30
NAIC: LONG TERM CARE INSURANCE	Economy/Seniors/Health	:30
WATER CONSERVATION	Economy/Environment	:30
MARCH OF DIMES NEW SPOT	Infant Health	:30
OPTIMISTS CONTRIBUTE	Community	:30
ENERGY EFFICIENCY	Environment/Economy	:30
RECYCLING BATTERIES	Environment	:30
RED CROSS GIVE BLOOD	Community/Health	:30
ARTS EDUCATION: RAISING BRAHMS	Education	:30
GUIDE DOGS FOR THE BLIND	Special Needs	:30
TOUGH CLASSES: COLLEGE ACCESS	Education	:30
SHRINERS HOSPITAL FOR CHILDREN	Health/Children	:20
NATURE CONSERVATORY	Environment	:20
HELP HOSPITALIZED VETERANS	Patriotism/Prejudice	:20
SLEEP TIGHT: PEST CONTROL	Health	:15
TEEN ALANON	Youth/Health	:15
PLAY SAFE ONLINE	Youth/Mental Health & Safety	:15
EARTH SHARE PROMISES	Environment	:15

Main Identity

From: "Melissa & Billy Huggins" <bhuggins@sccoast.net>
To: "Billy Huggins" <wlhuggins@wpde.com>
Sent: Saturday, April 04, 2009 11:17 AM
Attach: Melissa Huggins2.vcf
Subject: FW: Jack and Jill of AMerica, Inc. Spring Charity Event -THANK YOU

A nice note from Yvette Jefferson

Melissa Huggins

M.I. Marketing

(843) 651-2484 Work

(843) 997-2713 Mobile

bhuggins@sccoast.net

M.I. Marketing

P.O. Box 771

Murrells Inlet, SC 29576

From: tv15wx@aol.com [mailto:tv15wx@aol.com]
Sent: Friday, April 03, 2009 10:21 PM
To: yvettejefferson@hotmail.com; bhuggins@sccoast.net; jgreen@wpde.com
Cc: bholland@wpde.com
Subject: Re: Jack and Jill of AMerica, Inc. Spring Charity Event -THANK YOU

Hi Yvette...

Thanks for the opportunity to promote such a great event. I saw it on TV that night and it looked great!

Sorry you won't enjoy sunny and 75 :)

Ed

-----Original Message-----

From: Yvette Jefferson <yvettejefferson@hotmail.com>
To: Melissa & Billy Huggins <bhuggins@sccoast.net>; jgreen@wpde.com; tv15wx@aol.com
Cc: Blaine Holland <bholland@wpde.com>
Sent: Fri, 3 Apr 2009 6:22 pm
Subject: RE: Jack and Jill of AMerica, Inc. Spring Charity Event -THANK YOU

Greetings!

I'd like to thank everyone who contributed to the success of the Spring Charity Event featuring Jonathan Green at Freewoods Farm. It was so inspiring to see the community come together to honor one of our very own. The entire weekend was magical and you were very much a part of it.

Thanks to Ed, Johnny, Melissa, Billy, Blaine and anyone else who made this possible. I must say I'm a little jealous of the great weather this weekend. Ed didn't work his magic like he did for the Boys and

Girls Club, but that's okay because we had a grand time.

Kindest regards,

Yvette Jefferson, Chairperson
Jack and Jill of America, Inc.
Conway Chapter

From: bhuggins@sccoast.net
To: jgreen@wpde.com; tv15wx@aol.com
CC: yvettejefferson@hotmail.com; bholland@wpde.com
Subject: FW: Jack and Jill of AMerica, Inc. Spring Charity Event on March 28
Date: Thu, 26 Mar 2009 14:42:58 -0400

Ed,

I have attached two pieces of information for an event taking place this Saturday at Freewoods Farm near Socastee. All of the details are outlined on the Spring Charity Event flyer. I don't know if Billy emailed you earlier or actually spoke with you, but he said you could talk about this during the weather tonight and/or tomorrow. It is for a great cause and having Jonathan Green here is a big, big deal. He was raised in the lowcountry of SC and paints a lot from his Gullah heritage. Check out some of the art on his website if you have a chance. www.jonathangreenstudios.com When you are talking about it – keep in mind that is really geared toward kids for the day.

If you have any questions, Yvette Jefferson's contact information is listed on the flyer and the letter. If I can help with anything, please call me at 651-1072.

Johnny,

Will you please make sure that someone can cover this event on Saturday? I know it will make a great story! Billy said to send you the information, but if it needs to go to someone else also, please make sure that it does and just let me know.

Thank you both in advance for highlighting and covering this event.

Melissa Huggins

M.I. Marketing

(843) 651-2484 Work

(843) 997-2713 Mobile

bhuggins@sccoast.net

M.I. Marketing

P.O. Box 771

Murrells Inlet, SC 29576



COASTAL CAROLINA UNIVERSITY

Office of University Advancement

March 6, 2009

Mr. Billy Huggins
WPDE TV-15
Post Office Box 51150
Myrtle Beach, SC 29579-0020

Dear Mr. Huggins:

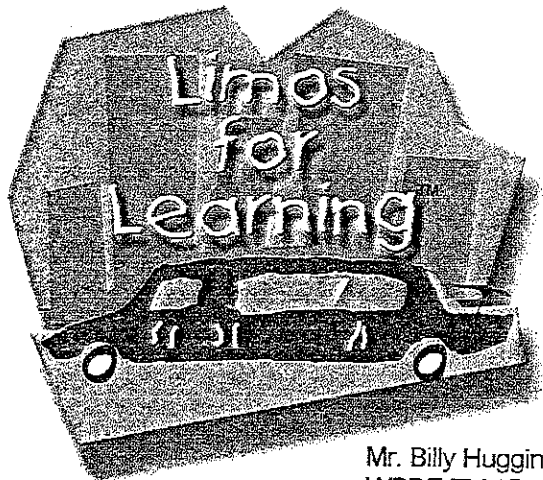
I am writing to thank you again for your generous support and to update you on the status of the *WPDE-TV News Channel 15 Endowed Scholarship* at Coastal Carolina University. Due to the unprecedented global economic troubles, your endowment has suffered a significant loss. In keeping with the ideals of protecting our endowments, we will not be able to make a scholarship award for the 2009-2010 academic year. We understand that many people are suffering due to the current financial situation, but our office continues to seek additional funding to meet the needs of our very deserving students.

An additional gift would allow your scholarship to be awarded next fall, benefitting students and furthering the academic mission of the University. Please feel free to contact me at 843-349-4129 if you are interested, or simply send your gift in the enclosed reply envelope. If you are unable to make an additional gift at this time, we completely understand and wish you a bright future ahead.

Coastal Carolina University remains optimistic about our future and our role in preparing tomorrow's leaders. We are grateful for your generosity and appreciate all that you do for our students, faculty, and staff. Since 1954, Coastal Carolina University has overcome many challenges to become the fastest growing university in the state. With your support, we will continue to turn obstacles into opportunities.

Thank you,

J. Scott Joyner



March 5, 2009

Limos For Learning™
*Rewarding Kids on
the Road to Reading
Excellence!*

Post Office Box 921
Laurens, SC 29360
Phone: (864)923-3179
www.LimosForLearning.org

Mr. Billy Huggins
WPDE-TV 15
1194 Atlantic Avenue
Conway, SC 29579

Dear Billy,

Learning the value of hard work toward individual goal attainment is a valuable lesson worth learning at an early age. Recognizing a child's hard work and achievement helps to ensure continued motivation as they reach for the next goal for a lifetime of continued success.

Limos For Learning™ is a program started out of necessity which has become a leader, motivating elementary students and accelerating reading improvement. It has effectively helped to set the tone for literacy improvement in Horry County for nearly five years.

In several weeks, something extraordinary will be happening in your community that we feel certain you will want to witness. Shiny super-stretch limousines – the really cool kind – will arrive at a local restaurant for special red carpet extravaganzas. Limos For Learning™ will honor extraordinary third and fourth grade students who have worked diligently all year to exceed their individual reading goals. They have been nominated by their classroom teachers and selected by their schools to receive special statewide recognition for their achievement on Literacy Celebration Day.

You are cordially invited to join us on the red-carpet to applaud these deserving superstars and see firsthand the positive outcomes of an innovative program in action. The limos will arrive at Ryan's Restaurant locations listed below at 10:45 a.m. for an eleven o'clock lunch. After lunch, the students will be entertained by *The Magic of Reading*, featuring the magical talents of national award-winning magician Michael Bairefoot.

Our Board of Directors:

Carl F. Barker
Lumus Byrd, Jr.
Thomas K. Herron
Ed McMnamin
Lew S. Resseguie
Elizabeth M. Ross
Lindsay T. Ross
Mel Tillar

Limos For Learning™
is a non-profit 501C3
charitable organization

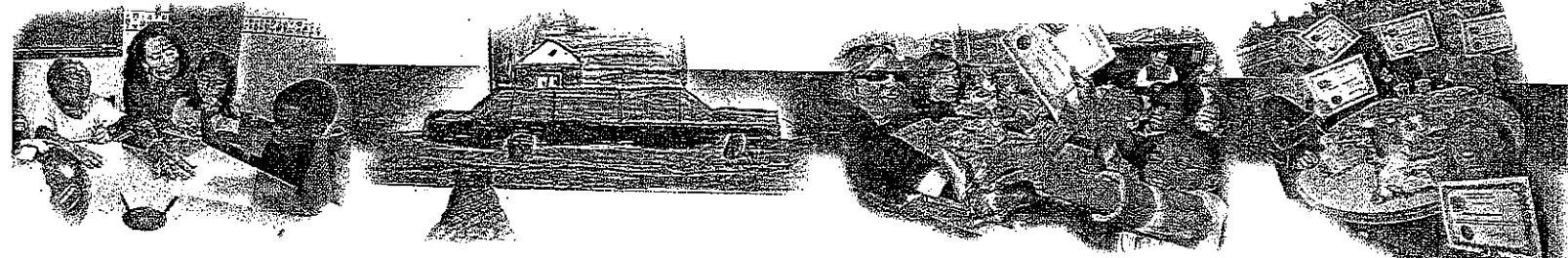
The gift of your valuable time to applaud the accomplishment of these young leaders of tomorrow is one they long remember. We ask that you support them with your presence and applause. Please RSVP to reserve@limosforlearning.com indicating the event date/location you will attend.

We hope to see you there!

Betsy
Betsy Ross
President

Monday, April 27th - Ryan's Restaurant, 2904 Church Street, Conway
Tuesday, April 28th - Ryan's Restaurant, 3607 Hwy 17, N. Myrtle Beach
Thursday, April 30th - Ryan's Restaurant, 3607 Hwy 17, N. Myrtle Beach
Friday, May 1st - Ryan's Restaurant, 8671 Hwy 17 Bypass, Surfside Beach, SC

*40,022 kids
and counting - Thanks
to you! & Please share
with Victoria*



On behalf of the St. James Shark Club, I would like to thank you for your generous gift to our silent auction fundraiser.

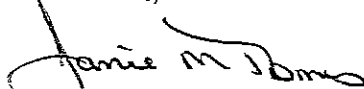
Each year the St. James Shark Club continues to advance its mission of fostering participation in the athletic programs offered at St. James High School. These programs are not only exciting for our community's sports fans, but they also help build character and confidence in the hearts of our student athletes.

Today communities across the nation are facing difficult economic challenges, and many of us expect these challenges to continue in the future. However, it is precisely in such times that we must remember what matters most to us all.

Thank you for remembering our children. They are our future and the St. James Shark Club will continue, with your support, to provide them with the opportunities they need to flourish – physically, academically, and as members of our community.

Thank you again for your generous support of our efforts.

Best wishes,



*Janice M. Thomas
Shark Club President*

Thank you!